

September 5, 2002

MEMORANDUM

To: Mr. Dalton B. Floyd, Jr., Chairman, and Members, Commission on Higher Education

From: Ms. Dianne Chinnes, Chairman, Committee on Academic Affairs and Licensing

Consideration of Request for Initial License
Strayer University, Washington, DC,
at Charleston, Columbia, and Greenville-Spartanburg
A.A.; B.S.; M.B.A.; M.S.

Summary

Strayer University (SU) <<http://www.strayer.edu/>> requests approval of an initial license to offer business programs leading to the A.A., B.S., and M.S. degrees as follows:

| Degree Title | Concentration |
|---------------------|-------------------------------------|
| A.A., B.S. | Accounting |
| A.A. | Acquisition and Contract Management |
| A.A., B.S. | Business Administration |
| A.A., B.S. | Computer Information Systems |
| A.A., B.S. | Computer Networking |
| A.A., B.S. | Database Technology |
| A.A., B.S. | Economics |
| A.A. | General Studies |
| A.A., B.S. | Internetworking Technology |
| A.A. | Marketing |
| M.B.A. | Human Resource Management |
| M.B.A. | Management |
| M.B.A. | Marketing |
| M.S. | Communication Technology |

| | |
|---------------------------------|--------------------------------|
| M.S. | Information Systems |
| M.S. in Professional Accounting | Controllershship |
| M.S. in Professional Accounting | Taxation |
| M.S. in Professional Accounting | Accounting Information Systems |

Strayer University is a proprietary institution accredited by the Middle States Association of Colleges and Schools, Commission on Higher Education (MSA-CHE). It is a wholly-owned subsidiary of Strayer Education, Inc., a publicly traded corporation, and is governed by a board of trustees. Strayer traces its history to 1892 with the founding of Strayer's Business College of Baltimore City by Dr. S. Irving Strayer. Dr. Strayer was a partner in starting a business school in Washington, D.C., in 1904. It gained degree-granting authority as Strayer College in 1969, and in 1973 achieved accreditation by the Accrediting Commission of the Association of Independent Colleges and Schools (ACICS). Dr. Charles Palmer purchased the institution in 1980, in 1981 achieved MSA-CHE accreditation, and in 1987 added graduate degrees. Beginning in 1981 Strayer began an expansion program by opening a campus in Virginia; it currently offers its programs at 17 campuses in Maryland, Washington, D.C., and Virginia. The University has been approved to offer its programs in North Carolina and plans to open three campuses in that state in 2002. Institution officials are in the inquiry stage of seeking accreditation for the business programs from the Association to Advance Collegiate Schools of Business (AACSB).

Strayer University offers education programs to the full-time employed working adult population who find it difficult, if not impossible, to further their educations through the traditional college setting. Most SU students are "non-traditional." The average age of the Strayer student is 33, and approximately 75 percent of the 14,000 students enrolled attend part-time at night and/or during the weekend.

The institution either owns its campus facilities or leases them on a long-term basis. Each campus is designed with space for appropriate academic and administrative support, student services offices, a learning resource center, appropriate classrooms, counseling and instructional offices, computer lab facilities, and a student break area. Each campus maintains at least one 40-computer open lab, one 35-computer teaching lab, and one 35-computer networking lab. All computers have access to the Internet, the University's electronic library, and are loaded with the appropriate instructional software. Instructional support equipment, which is maintained by the campus's learning resource center, includes computer projection devices, mobile computer systems, mobile television and VCR systems, and overhead projection equipment. SU will provide specific facilities information to the Commission as facilities are secured.

The Wilkes Library serves as the institution's main library at the Washington, D.C., campus. It provides electronic and interlibrary loan access to students at all campuses. Smaller learning resource centers containing core volumes and providing research assistance are located at each campus. All students and faculty members have 24-hour access to the electronic library system and to the intercampus loan program. The intercampus loan program provides access to the complete collection of bound material, periodicals, videos, and CD-ROMs. Requested material is delivered within 48 hours. The library is a member of CAPCON, a local affiliate network for the Online Computer Library Center (OCLC). The university uses Choice, ALA, Library Journal, and other review sources to select holdings, subscriptions, and services. The library operates under a detailed collection development plan. The plan includes the policies for acquisitions/collection development, selection criteria, gifts, weeding, and budgeting. Students are provided with detailed guidance on use of the learning resources through a library information literacy program.

Each campus has a campus manager and campus dean. The campus manager is responsible for admissions and student services. The campus dean is responsible for academics which includes scheduling of classes, recruiting of faculty, faculty training, and academic advising of students. An academic assistant assists the campus dean with administrative matters. Campus deans are usually recruited from the ranks of the full-time professors with a terminal degree preferred; however, faculty members who are pursuing their terminal degrees are also considered and selected where appropriate. Campus deans work with adjunct faculty members until such time as the campus has 100 students at which time they may hire a full-time faculty member, who is usually from the ranks of the adjunct faculty. Strayer University's model for full-time faculty authorizations is one full-time faculty member for every 100 students. The university's goal is to have a 50-50 balance between full-time and adjunct faculty members. Strayer does not have teaching assistants. Students have direct access to their professors and the average class size is kept to approximately 25 by design in order to allow and promote intellectual dialogue between faculty and the students.

Faculty who teach in the programs must meet the South Carolina Commission on Higher Education licensing requirements that an appropriate number of undergraduate faculty hold terminal degrees and that all others hold master's degrees with 18 graduate semester hours in the teaching discipline, or a master's degree with a major in the teaching discipline; with rare exception, graduate faculty members must hold a terminal degree, usually an earned doctorate, in the field in which they teach. SU also requires that each faculty member have experience teaching at the college level. Strayer employs at least one full-time faculty member for each major, curriculum area, or concentration and maintains complete records of the qualifications of faculty members.

SU operates on a quarter system, providing courses for students on a year-round basis. Some courses may be offered as mini-sessions, compressed into five-weeks; they are equivalent to regular quarter courses in terms of class hours and credits awarded. Classes are scheduled at

the individual campuses by the campus dean and reviewed by their respective academic dean. Each campus dean takes into consideration the demographics of the student population to ensure that the proper mix of undergraduate and graduate courses is incorporated into the schedule. In addition, sequencing of courses is taken into consideration to allow students to progress through the various curricula in a timely and efficient manner. Courses are scheduled primarily in the evenings and on the weekends. The majority of the classes are in the evening during the week, Monday through Friday. Saturday classes are scheduled both in the morning and afternoon. Classes are three hours and 45 minutes in duration and usually run from 6:15 p.m. until 10:00 p.m. However, campuses may shift the starting times to better accommodate the majority of the students in a particular locality, i.e., some campuses start classes at 5:45 p.m. or 6:00 p.m. depending on what is best for the students at that campus. Online synchronous classes are scheduled in the mornings as well as the evenings and all day on Saturdays and Sundays. The asynchronous classes online do not have scheduled class times. Most students take an average of two classes per quarter.

Undergraduate tuition is \$220.50 per quarter credit hour for full-time (13.5 or more credit hours) students and \$231 per quarter credit hour for part-time students. Graduate tuition is \$294 per quarter credit hour. Laboratory fees are included in tuition rates.

Each associate's degree program requires 90 quarter hours (equivalent to 60 semester hours); each bachelor's degree program requires 180 quarter hours (equivalent to 120 semester hours). For admission applicants must hold a high school diploma or its equivalent and may transfer no more than 126 quarter hours (equivalent to 84 semester hours) into a bachelor's degree program and no more than 63 quarter hours (equivalent to 42 semester hours) into an associate's degree program. Students may transfer courses from accredited institutions in which the students earned a grade of "C" or higher. Strayer limits transfer credit to bachelor's degree programs from two-year institutions to 90 quarter hours (equivalent to 60 semester hours). Students may also gain credit through College Level Examination Program (CLEP) scores, Defense Activity for Non-Traditional Education Support (DANTES) tests, Guide to Evaluation of Educational Experience in the Armed Forces recommendations, Council for Adult and Experiential Learning (CAEL) procedures, and institutional challenge exams.

The undergraduate business curricula include germane core, major, and elective components and general education of 22.5 quarter hours (equivalent to 15 semester hours) for associate's degrees and 54 quarter hours (equivalent to 36 semester hours) for bachelor's degrees. The curricula meet the program requirements as prescribed by the regulations of the Commission.

Each graduate program requires 54 quarter hours (equivalent to 36 semester hours). Admission requirements include a bachelor's degree, and either (1) a cumulative 2.75 GPA or 2.75 GPA on the last 22 courses (2) or a GRE minimum score of 1000, or (3) a GMAT minimum score of 450. Students may transfer from regionally accredited institutions a

maximum of 18 quarter hours (equivalent to 12 semester hours) with a grade of “B” or better. If the student’s undergraduate major varies widely from his/her proposed master’s program, certain undergraduate foundation courses may be necessary to ensure success in some of the courses offered at the graduate level. The attached table shows the graduate curricula content.

Recommendation

The staff suggests that the Committee on Academic Affairs and Licensing recommend to the Commission that it grant to Strayer University initial licensure for five years and that the Commission delegate to the staff authorization to license sites in Charleston, Columbia, and Greenville-Spartanburg as facilities are developed to support the curricula. The Committee will consider this item at its meeting on September 4 and will make its recommendation to the Commission on September 5.

cc: Attachment

STRAYER UNIVERSITY - GRADUATE CURRICULA CONTENT[illegible]

Total Qtrr Credit Hours

54

547

54

54

54

54

54

54